I claim:

1. In a programmed computer, a method for dynamically selecting a set of candidates over a distributed computer network for inclusion in a market research group, comprising, the steps of:

   (a) acquiring market research data on potential candidates, the potential candidates connecting to the programmed computer across the distributed computer network;

   (b) evaluating the acquired market research data against a template;

   (c) selecting a set of candidates in response to the evaluating step, the set of candidates being fewer than the set of potential candidates and being selected to fit the template in accordance with a predefined preference;

   (d) permitting additional market research data from additional potential candidates to be acquired across the distributed computer network; and

   (e) repeating steps (b) through (d), so that the permitting step continually acquires market research data, the evaluating step continually evaluates the market research data, and the selecting step dynamically selects the set of candidates so as to optimally fit the predefined preference at a given time.

2. The method as in claim 1, including, the additional step of providing a set of candidates with an audio/video capture mechanism that is connectable to a machine that permits two-way communication across the distributed computer network, the set of candidates comprising a first

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4 portion of the set of potential candidates.

1   3.   The method as in claim 2, wherein the acquired market research data includes

2   an image of the potential candidate.

1   4.   The method as in claim 3, including, the additional step of conducting a

2   market research study over the distributed computer network with the set of participants, the set of

3   participants comprising a first portion of a set of candidates.

    5.   The method as in claim 4, including, the additional steps of:

        paying each participant a first sum for participating in the market research

study; and,

        paying a non-overlapping remainder portion of the set of candidates a second

sum which is less than the first sum.

1   6.   The method as in claim 5, including, the additional steps of:

2   acquiring an image of each participant during the course of the conducted

3   market research study;

4   comparing each participant image to the potential candidate image acquired

5   with the market research data;

6   wherein the step of paying each participant comprises paying each participant

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7   for which the comparing step results in a match.

1   7.   The method as in claim 4, including, the additional conducting step of:

2   displaying a stimulus to the participants across the distributed computer

3   network; and,

4   receiving participant response to the stimulus across the distributed computer

5   network.

8.   The method as in claim 7, wherein the comparing step is performed

throughout the market research study to verify participant presence.

9.   The method as in claim 8, including, the additional step of:

paying each verified participant a first sum for participating in the market

research study and paying a non-overlapping remainder portion of the set of candidates a second sum

4   which is less than the first sum.

1   10.   The method as in claim 7, including, the additional step of officiating a

2   follow-up interview with a participant, wherein the moderator displays additional stimulus and

3   receives additional participant response in response to the additional stimulus.

1   11.   A method as in claim 1 which further comprises the additional step of

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2   disseminating information between the set of candidates and a client at the

3 given time.

4   12. A method for conducting a market research study from a host machine

5 over a distributed computer network, comprising, the steps of:

6   inviting a set of candidates to a market research study conducted during a

7 predetermined time interval and conducted over a distributed computer network, wherein the

8 candidates access the host using a respective user machine interface having an audio/video captive

9 mechanism connected thereto;

10   initiating audio/video communication between the host and the user machines

11 with at least a set of participants comprising a first portion of a set of candidates, during the

12 predetermined time interval in substantially real time;

13   exhibiting a stimulus to the participants; and

14   accumulating participant responses to the stimulus over the distributed

15 network at the host.

16   13. The method of conducting a market research study as in claim 12, including,

17 the additional step of verifying a presence each participant throughout the market research study.

1   14. The method of conducting a market research study as in claim 13, including,

2 the additional step of paying the verified participants a first sum for participating in the market

3   research study and paying a non-overlapping remainder portion of the set of candidates a second sum

4   which is less than the first sum.

1   15.   The method of conducting a market research study as in claim 12, including,

2   the additional step of officiating a follow-up interview with a particular participant subset.

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1   16.   The method of conducting a market research study as in claim 12, including,

2   the additional step of selecting groups of participants for a predetermined stimulus, wherein the

3   predetermined stimulus is unique to the participant group.

1   17.   The method of conducting a market research study as in claim 12, including,

2   the additional step of dynamically selecting a particular stimulus in response to prior participant

3   responses.

1   18.   The method of conducting a market research study as in claim 12, including,

2   the additional step of tabulating results of the market research study.

1   19.   A system for dynamically choosing a market research group in accordance

2   with a prescribed research directive of a market research study over a distributed computer network,

3   the market research group having a set of candidates, comprising:

4   a potential candidate database filled with acquired market research data of the

5   potential candidates;

6   a template populated with a predefined preference of potential candidates in

7   accordance with the prescribed research directive of the market research study; and

8   a processor evaluating the acquired market research data in accordance with

9   the predefined preference and optimally selecting candidates in response to the evaluation.

1   20.   The system for dynamically choosing a market research group as in claim 19

2   wherein the potential candidate database continuously fills and the processor continuously evaluates,

3   dynamically selecting the candidates to optimally fit the predefined preference at a given time.

1   21.   A system for conducting a market research study over a distributed

2   computer network, comprising:

3   a moderator device having distributed computer network access, an

4   audio/video recording mechanism, and an input mechanism wherein moderators submit stimulus to

5   users across the distributed computer network;

6   a user device having distributed computer network access, an audio/video

7   recording mechanism, and an input mechanism wherein users submit market research responses in

8   response to the moderator's submitted stimulus; and

9   a host machine communicating over the distributed computer network and

10   having a database accumulating user responses to the moderator's submitted stimulus, a processor

11   evaluating user responses, and an engine outputting market research results.

1   22.   The system as in claim 21, further comprising, a sponsoring client device

2   having distributed computer network access wherein a sponsoring client accessing the market

3   research study at a given time observes the submitted moderator stimuli and the submitted user

4   responses.

          23.   The system as in claim 21, wherein a user working from the user device

observes a moderator working from a moderating device, the submitted moderator stimuli, and the

submitted user response.

          24.   The system as in claim 21, wherein a user working from the user device

further observes a self-image of the user.

1   25.   The system as in claim 21, wherein a user working from the user device

2   further observes a set of participant images.

1   26.   The system as in claim 21, wherein the user working from the user device

2   further observes a set of submitted participant responses.

1   27.   In a programmed computer, a method for dynamically modifying a template

2   used to select a set of candidates over a distributed computer network for inclusion in a market

3   research group, comprising, the steps of:

4   (a)   acquiring template data concerning potential candidates;

5   (b)   modifying the template using the acquired template data;

6   (c)   evaluating the potential candidates against the modified template;

7   (d)   selecting a set of candidates in response to the evaluating step, the set

8   of candidates being fewer than the set of potential candidates and being selected to fit the modified

9   template; and

10   (e)   repeating steps (a)-(d) such that the selecting step dynamically selects

11   the set of candidates that optimally fits the template at a given time.

           28.   A method as in claim 27, the potential candidates received from a data store

      memory and used in the evaluating step .

1   29.   A method as in claim 27, the potential candidates continually received over

2   the distributed computer network and used in the evaluating step.

1   30.   A method as in claim 28, the potential candidates continually received over

2   the distributed computer network and used in the evaluating step.

1   31.   A method as in claim 28 which further comprises the additional step of

disseminating information between the set of candidates and a client at the given time.